

## Message Text

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ACTION CU-04

INFO OCT-01 EA-07 ISO-00 PA-02 PRS-01 /015 W

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P 030520Z MAY 74

FM AMEMBASSY SAIGON

TO SECSTATE WASHDC PRIORITY 4321

USIA WASHDC PRIORITY

UNCLAS SAIGON 5774

E.O. 11652: N/A

SUB: MEDIA SEMINAR

TAGS: OEXC

FOR STATE CU; FOR USIA IPS, ICS, IMV, IEA/BUMGARDNER

1. AVAILABILITY OF KEYNOTER JOHN MERRILL, MISSOURI UNIVERSITY PROFESSOR/AUTHOR REQUIRES RESCHEDULING MAJOR PRESS SEMINAR, ORIGINALLY PLANNED JUNE OR LATER, TO MAY 27-31. OTHER PARTICIPANTS PLANNED INCLUDE STAG LEONARD SUSSMAN, EXEC DIR FREEDOM HOUSE, NYC; FORMER PORTLAND STATE UNIVERSITY TEACHER DONALD GUIMARY, NOW TEACHING IN PENANG UNIVERSITY; AND JOURNALIST CARL MYDANS. SEMINAR WILL REACH WIDE SEGMENT OF PRESS IN VIET NAM FROM EXECUTIVES AND EDITORS TO REPORTERS AND PHOTOGRAPHERS.

2. TO BACK UP SEMINAR, POST WOULD APPRECIATE AGENCY HELP IN PROVIDING FILMS, VTRS, EXHIBIT MATERIAL, U.S. NEWSPAPERS AND PHOTOGRAPHS. POST WELCOMES WASHINGTON CREATIVE INPUT, BUT SUGGESTS FOLLOWING AS STARTING POINT:

A. FILMS: TWO 90 TO 120 MINUTE FILM SHOWS DRAWN FROM AGENCY FILM CATALOGUE AND EDITOR AND PUBLISHER YEARBOOK FILM SECTION. FROM AGENCY CATALOGUE FOLLOWING ARE REQUESTED IN DESCENDING ORDER OF DESIRABILITY:

- TYPE TO PAPER, P. 207
- WTOP EYEWITNESS NEWS, P. 226
- COMMUNICATIONS EXPLOSION, P. 48
- COMMUNICATIONS PRIMER, P. 49

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-HELLO, I NEED TO TELL YOU SOMETHING, P. 243

-MORE THAN WORDS, P. 133  
-SINCE TIME BEGAN, P. 248 (ALTERNATE TO INSIDE THE NEWS, BELOW)  
ID NO. 33 VS 74 - 408 - IMV  
FROM E&P 1973 YEARBOOK FROM P. 506: FOLLOWING ARE REQUESTED  
IN DESCENDING ORDER OF DESIRABILITY:  
-PUBLIC OPINION IN OUR DEMOCRACY, P. 508  
-SIX HOURS TO DEADLINE: A FREE & RESPONSIBLE PRESS, P. 508  
-MORE THAN PAPER AND INK, P. 507  
-NEWSPAPER - BEHIND THE SCENES, P. 507  
-INSIDE THE NEWS, P. 507  
-MEETING PLACE, P. 507  
ID NO. 33 VS 74 - 409 - IMV

B. EXHIBITS: POST WOULD APPRECIATE ICS RECOMMENDATIONS ON  
USE OF EXISTING EXHIBIT ON MASS COMMUNICATIONS FOR LARGE  
EXHIBIT AREA. ALSO REQUEST (1) "FAMOUS FRONT PAGES FROM  
AMERICAN NEWSPAPERS" REPRINTS DISTRIBUTED TWO/THREE YEARS  
AGO; (2) AVAILABILITY, CONDITION, COST FAMILY OF MAN EXHIBIT.  
ID NO. 33 VS 74 - 410 - ICS

C. U.S. NEWSPAPERS: REQUEST YOU ASK STRINGERS IN MAJOR  
NEWSPAPER CITIES AROUND U.S. TO SEND DIRECTLY TO USIS/SAIGON,  
APO S.F. 96243 ATTN: BILL AYERS, COPIES OF TYPICAL BEST PAPER  
IN CITY; PREFER FRONT PAGE HIGHLIGHT TO BE ORIENTED TOWARD WORLD  
OR NATIONAL THEMES RATHER THAN LOCAL STORIES.  
ID NO. 33 VS 74 - 411 - IPS

D. REQUEST AGENCY CONTRACT PHOTOGRAPHER TO SHOOT A) "A DAY  
AT WASHINGTON POST" SHOWING ALL ASPECTS OF PRODUCTION OF MAJOR  
AMERICAN NEWSPAPER AND B) MASS COMMUNICATIONS EXHIBIT AT  
SMITHSONIAN. SHOULD BE ABLE TO SHOOT DRAMATIC SHOTS BOTH PLACES  
ONE DAY. SHIP UNDEVELOPED FILM AIR POUCH REGISTERED TO SAIGON  
FOR PROCESSING AND PRINTING.  
ID NO. 33 VS 74-412-IPS.

E. APPRECIATE COPY "MASS COMMUNICATION AND PRESS FREEDOM--  
A WORLD VIEW" BY SUSSMAN FROM AUGUST 1973 MASS COMMUNICATIONS  
REVIEW FOR POSSIBLE REPRODUCTION AND INCLUSION IN SEMINAR PACKET.

F. TV NEWS: ONE OR TWO HALF-INCH COLOR VTR'S OF CRONKITE OR  
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OTHER NATIONAL NEWS PROGRAM TO ILLUSTRATE ELECTRONIC COMMUNICATIONS  
LECTURES. WOULD USE ONLY FOR INVITED AUDIENCE; NO MASS FREE OR  
COMMERCIAL SHOWINGS. IF NETWORKS OBJECT, LOCAL STATION WORLD NEWS  
ACCEPTABLE. KEEP COMMERCIALS IN.

3. REGRET SHORT NOTICE. HOPE VARIETY OF OPTIONS WILL ASSIST YOU.  
IN ANY CASE, WE WOULD LIKE TO KNOW OF MAJOR ITEMS WHICH YOU CANNOT  
PROVIDE.

MARTIN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Previous Classification:** n/a  
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**Review Comment:** n/a  
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**Review Date:** 18 OCT 2002  
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**To:** STATE USIA  
**Type:** TE  
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